

# A Study on Digital Marketing Evolution and Its Challenges in India

Srishti tamrakar

Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur (C.G.)

Email- [srishti11995@gmail.com](mailto:srishti11995@gmail.com).

## Abstract

*Over the past few decades, the speed and extent of digital marketing development in developing countries like India playing a significant role in the daily life of citizens and development of economy. Digital marketing refers to numerous and totally different promotional techniques deployed to attract customers via digital technologies. Digital marketing is personify by service selection, product and brand marketing strategy, which uses the Internet as a core promotional medium, in Addition to mobile, TV and radio. Nowadays consumers looking for more digital content and want each of their purchase to be comfortable and unique, this create a urgent need to develop digital marketing in India. The internet has provided a helping hand to e-commerce. This article focuses on the evolution of digital marketing and the challenges of digital marketing faced by marketers in the digital age ,in order to examine the future shape of the Digital Marketing in business world I have analyzed the trend with which the Digital Marketing is occupying the space in market.*

**Keywords:** Digital marketing, Internet, Opportunities, Challenges, Marketing Trend.

## INTRODUCTION

Digital marketing is one kind of marketing being generally used to promote goods or services and to reach customers utilization digital channels. Digital marketing also includes channels that don't require the utilization of internet for example cell phones (SMS and MMS), social media marketing, display advertising, search engine marketing and numerous different types of digital media.

Through digital media, consumers can access information any time and any place where they want. With the There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However for now it remains a useful term because digital marketing requires a certain skill set to utilise the digital technology effectively. As the recent Developing Digital Skills 2015 report showed, many marketers are now spending more than 50% of their time on digital marketing activities and two of the three top job rules in marketing are digital, so clearly digital skills are needed for the marketers and managers. The scope of e-marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also help in marketing as well through e-mail and wireless media .the way in which digital marketing has developed since the 1990s &2000s has changed the way brands &businesses utilize technology &digital marketing for their marketing . Digital marketing campaigns are becoming more prevalent as well as efficient, as

digital platforms are increasingly incorporated into marketing plans & everyday life, & as people use digital devices instead of going to physical shops.

Digital marketing undertakings include search engine optimization (SEO), search engine marketing, influence marketing, content automation, campaign marketing, & e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-book, optical disks & games, & any other form of digital media. It also encompasses non-internet channels that provide digital media, such as mobile phones (SMS and MMS), call back and on-hold mobile ring tones.

## OBJECTIVES OF THE STUDY

1. To study the evolution of digital marketing in India.
2. To review the present challenges of digital marketing in India.

## METHODOLOGY APPLIED

For the purpose of the present study, mainly secondary data have been used. The required secondary data were collected from the journals, research papers, websites, various reports and newspaper articles published online. All the data included is the secondary base & proper references have been given wherever necessary.

## EVOLUTION OF DIGITAL MARKETING

The term Digital marketing was first used in 1990s. The digital age took off with the coming of the internet and the development of the web 1.0 platform. The web 1.0 platform allowed users to find the information they wanted, but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment.

In 1993, the first clickable banner went live, after which Hotwired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched.

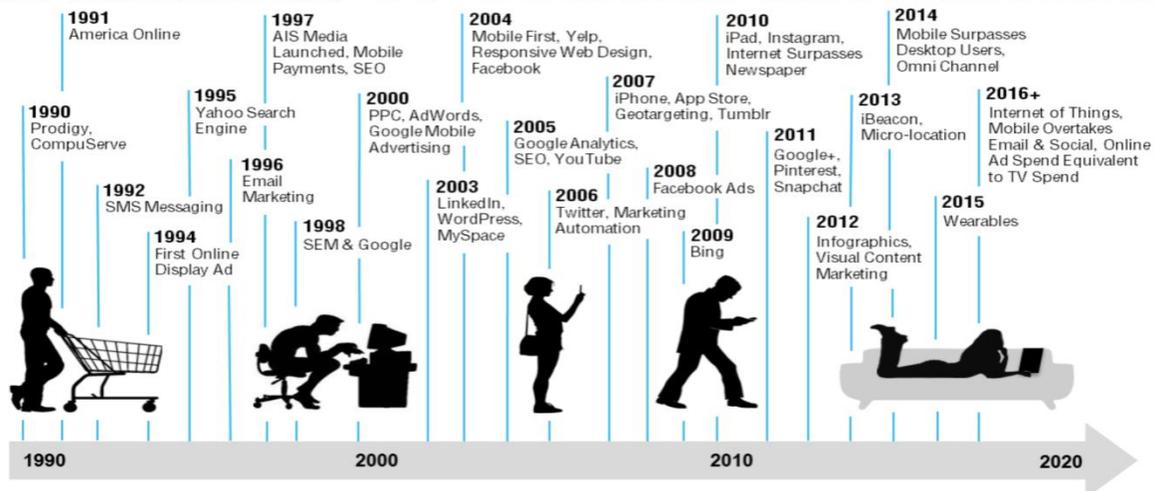
Also known as “Jerry’s Guide to the World Wide Web” after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space, with companies optimizing their websites to pull in higher search engine ranking. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart and Alexa.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo Web Search. Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the backburner, and launched Live Search to compete with Google and Yahoo.

Sensing an opportunity, Google began to expand, introducing such products as Ad Words, which are 3 line ads that show up at the top or to the right of search engine results, and AdSense – which is a cost – per- click advertising scheme. In time, Google realized the value of analyzing the content they received and then target ads based on the interests of the users, and thus became a major player in the world of business.

Today we all are connected through Whatsapp and Facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business. Digital marketing main growth comes from social media, people nowadays spend their time on social media and that is a plus point for marketing, there are more than 82 million monthly active users for Facebook in India. It is expected that the nation will have the world's largest Facebook population by 2017.

## EVOLUTION OF DIGITAL MARKETING



## CHALLENGES

**Diversity:** East to west, North to south, planning for a nationwide Campaign or at a regional level, the interest, culture and tastes vary and is very visible in any digital platform. This is a debatable issue, as people use internet in the universal language English and covers the educated middle and upper class. True, but local flavours rule the roost. Going forward where smart phone and mobile penetration will be higher than broadband, digital marketing have many platform opened up to experiment. The challenge and success depends on understanding the diversity.

**Lack of adaptive nature:** People have not been easily adopted new medium, style and ways to doing business. Mentality of purchasing what we can see, touch and experience the traditional way. E- Commerce is very challenging due to trust and awareness factor here. Driving engaging audience through email campaigns and social media is again a challenge as most of the people in India use social media just to post motivational quotes and to share their moods and photos. Using these platforms for business purpose is yet to be adopted by the Indian market. There are very rare people carrying understandings of business emails for promotions.

**Educating the client:** Do you prefer to have a good client? Take some time and effort to educate them on digital marketing. Having a huge budget earmarked for digital media or just having a face book page is not going to help anyways. Its easy to entice and convince client with digital parlance, but on long term you will have a disappointed and grumpy client. No agency would prefer that. Extra effort to train client will pay you on long term. Constant learning is needed by the marketers of 21<sup>st</sup> century. It is said that knowledge in marketing come with an expiration date and continues professional development is a necessity for up gradation. Take a class, get a certification, read a book, attend a seminar or conference whatever works for you, but keep learning.

**Lack of vocational education and training:** Which “tools” to use (there are thousands of them)? How to start social media marketing? How to do content marketing? What about LinkedIn marketing? How to measure ROL?

**Increased security risk:** As more information is shared online, there is more incentive for hackers to find ways to get through your security. We shop online, pay bills and submit applications with private information, order copies of our birth certificates and other important documents, and much more. That’s a treasure trove of data for thieves. You may already have security for your site, such as a good firewall, HTTPS encryption and maybe even a good antivirus program. But you’ll need more. Work with a good security team to identify the weaknesses for your websites and to create measures to reduce risk.

**Cluttered market:** There are billions of websites in a limited number of niches. How will you make your website stand out amongst the rest?

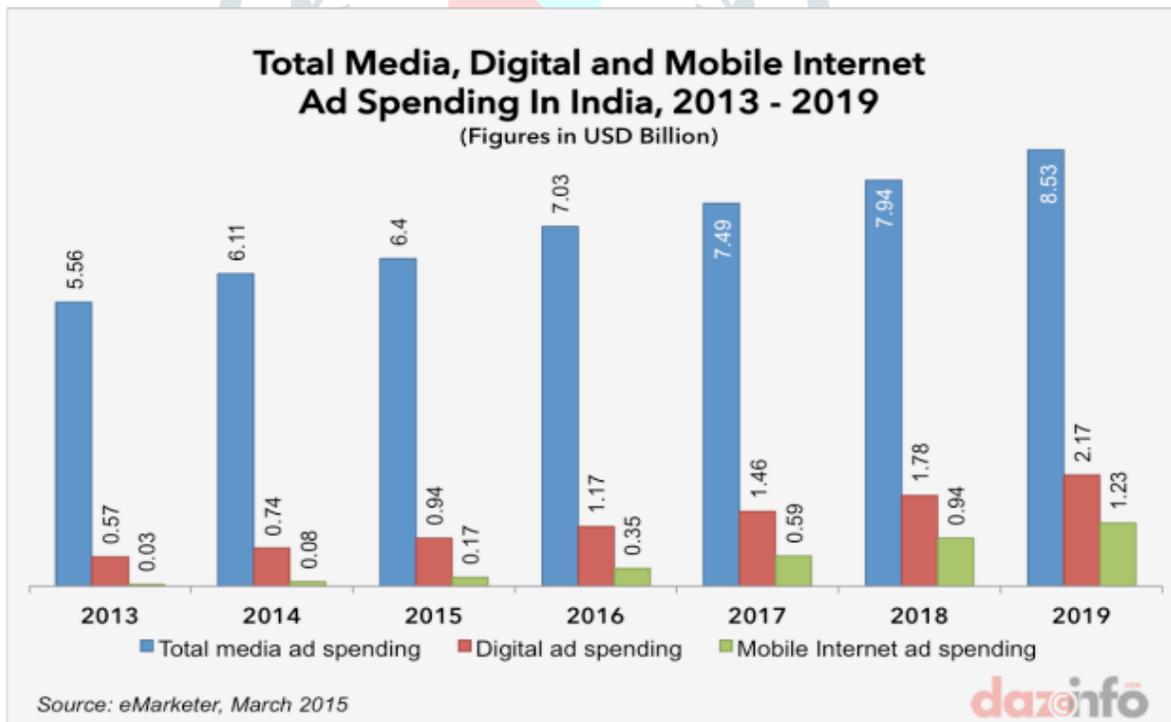
SEO is just one way to help you rise to the top, but it is not enough. You have to find ways to provide unique and valuable content, you have to have an original voice, and you have to engage people. Instead, focus on giving your readers what they really need. Provide them solutions to their problems. Talks about the things they care about. Make emotional appeals.

**More Ad blockers:** The use of ad blocking software is growing exponentially, and the people who are not using them will soon be in the minority. That presents a big challenge for marketers, who will have a hard time getting people to even see their ads, let alone to act on them. Native advertising is emerging as the most effective solution right now, including sponsored blog posts, reviews and mentions. Intent – based native advertising will help marketers get even more results since it improve targeting to ensure that the right customers are seeing the ads.

**Increased Ad costs:** The right advertising can help you get the exposure you need, but you’re going to have to pay more for it in 2018. There is more competition than ever for advertising, and networks like Google and Facebook are pushing up prices across the board. Make sure that you’re getting your money’s worth by creating the best ads and placing them on the right networks. Using an automated program like In- feed can take the guesswork out of it and ensure that you get the placement you need for maximum ROI. Even with smart choices, you’ll still need to put more money toward advertising in 2018. Start looking at your budget now to see where things can be moved.

Digital marketers will always face challenges, learning about changes and developing new strategies can help you overcome them. The changes expected for 2018 are part of an evolution, so it is important that you think long-term about how your strategies will help you reach your

goals. The advent of the digital marketing has opened up a novel landscape of doing business i.e. online business. According to a survey – by 2017, India will have around 600 million internet users that ultimately create a fascinating business opportunity to sell services and products to a growing population of tech- savvy internet users. Recently, booming prevalence of digital India campaign is also adding lots of new flavours and fervours to the future of digital marketing in India. Growing start up trend is another reason that plays a significant role in creating digital marketing scope in India. The most common problem that start-ups face is lack of funds and digital marketing can rescue them as the most cost effective blessing in disguise. It is highly economical and equally powerful way of conversion- oriented marketing. All the digital marketing maneuvers can also be quantified through powerful digital marketing tools like kiss metrics, Google analytics, Google website optimizer, etc. That makes it one of the most result-oriented modes of marketing. There are more than 900 private TV channels and 250+ radio stations in India, which make traditional marketing quite expensive and highly confusing with lots of in-built vacillations. However, in today’s world of internet, digital marketing is the only one and most guaranteed way of marketing, which is popularly being the most preferred space of marketing communications and related interactions.



## CONCLUSION

Digitalisation of India is nothing but making your daily life less dependent and devoid of human interaction with the help of technology. Now the entire world is in our mobile handsets. You can book a travel ticket, do shopping, chat with your loved ones across the globe and even share your views to the external world more freely and easily. Digital marketing has turn out to be crucial part of approach of many companies. This paper discussed the evolution and the challenges in the ever expanding area of e marketing. This field needs constant learning. It is a technology driven approach so it fully depends upon technology. Problems like maintenance costs due to a constantly evolving environment, higher transparency of pricing and increased price competition, Worldwide completion through globalisation are faced by marketers. To overcome from these problem marketers has to improve technical advancement in promotion of digital marketing collect and implement the feedback provide by the consumer in the right way. Provide a transport and good service to the consumer before and after purchase. Creating awareness among the people about digital marketing. Digital marketing has a greater feature in the present market.

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Michael Pütter

PhD Student at University of Latvia, Faculty of Economics and Management, Aspazijas bulv.5, Riga, Latvia

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